Lillard, R. W.

[Associated Dry Goods Corp.
of New York], 1918

ASSOCIATED DRY GOODS CORPORATION
OF NEW YORK

2 West 37th Street
New York City

September 19th, 1918.

American Numismatic Society,
Broadway and 156th Street,
New York City.

Gentlemen:-

The Fourth Liberty Loan Campaign opens on Saturday, September 28th. The whole country is expected to "Carry On" during the loan campaign.

Lord & Taylor, who put forth great efforts and spent large sums of money in the previous campaign, plan to redouble their efforts this time. Among other plans is one to devote a large part, if not all, the windows on the Fifth Avenue frontage of the store to the Liberty Loan for one week in addition to devoting one to three windows to the same purpose throughout the Loan Campaign. It is probable that this big display will be made during the third week of the campaign, but it is possible that it will be during the first week. In any event it is important for us to know as early as possible exactly what we can do to make this use of our windows the most effective for the great cause - the success of the Liberty Loan.

The fine collection of Army and Navy insignia which your Society has assembled would, in our opinion, be probably the greatest attraction that we could possibly put into the windows during our big week. Knowing that you would be zealous in aiding the Liberty Loan in any way in your power we take the liberty to ask the loan of this exhibit for our big window week.

Lord & Taylor would, of course, call for and return the collection promptly, and would also be responsible for its safety.

We believe, further, that not only could the Numismatic Society render a great patriotic service by the loan of this exhibit, but also that it would do itself an excellent turn for the following reasons:

(1) We would place cards in all of the windows, prominently displayed, stating that the exhibit was loaned by the Numismatic Society and that after removal from our windows, on a date named, would be returned to the Society museum to be a permanent free exhibit for the people of the City.

(2) We would make a similar statement in the public press prominetly featured in the Lord & Taylor advertising.

Tens of thousands of people daily pass the Lord & Taylor store. Many of these are New Yorkers. A large part of these would learn for the first time how interesting a visit to your museum would be. Thus, interest in your museum would be prominently stimulated.locally.

In addition many of those who pass these windows would be from out of town and from all parts of the United States. They would go home and tell their friends what they had seen in the Lord & Taylor Windows and advise them to go to see the same collection in its permanent quarters, your museum..

We would not, of course, presume to ask you to let us have this collection for the benefit of Lord & Taylor. But you can realize the immense monetary loss it must mean to a department store to stop showing merchandise in its windows for a week and devote those windows to patriotic purposes. And in making such a sacrifice we wish it to be just as strong as possible. You are in a position to make it count splendidly.. We submit the matter to your patriotism.

The writer will be pleased to attend a meeting of your Council in person for the purpose of answering any questions that may arise, if you so desire.

Yours for the success of the Liberty Loan.

(Signed) R. W. Lillard.

September 23rd, 1918.

Mr. R. W. Lillard,
Associated Dry Goods Corporation of New York,
2 West 37th Street,
New York City.

Dear Mr. Lillard:-

I am very glad to write you that without exception each of the members of our Council who have expressed their judgment in the matter agreed to comply with your request for the loan of our insignia exhibition. From Mr. Wood I learned that you desire the material for the first week in October. I should be very glad to have you inform us of any arrangments which you may consider necessary. I take this occasion of expressing our desire to co-operate with you in any way that may offer.

Very sincerely yours,

Secretary.